

**Utah Office of Tourism  
Board Meeting  
October 12, 2007 – 10:00am  
Best Western Ruby's Inn  
Room – Red Canyon B  
1000 South Utah Hwy. 63  
Bryce City, UT**

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**Present**

**Board Members**

Kim McClelland  
Colin Fryer  
Bob Syrett  
Hans Fuegi  
Mayor Peter Corroon

Steve Burr  
Georgianna Knudson  
Bill Malone  
Bob Bonar  
Steve Lindburg

**Staff**

Leigh von der Esch  
Dave Williams

Barbara Bloedorn  
Lorraine Daly

**Guests**

Denise Miller  
Thomas Cooke  
Nathan Rafferty  
Bruce Fullmer  
D. Maloy Dodds  
David Webb  
Lance Syrett  
A. Jean Seiler  
Maria Twitchell  
Terri Driedonks  
Jo Sojourner  
Sharol Bernardo  
Dana Waggoner  
Steve Roberts  
Sarah West  
Robert Dick

**Organization**

SMARI  
Struck  
Ski Utah  
Garfield County  
Garfield County  
Utah.com  
Ruby's Inn  
Ruby's Inn  
Cedar City & BrianHead Tourism  
Paunsaugunt Museum/Bryce Chamber  
Wayne County Travel Council  
Garfield County Travel Board  
Garfield Travel Council  
Escalante Canyons Art Festival  
Sundance Institute  
Sundance Institute

**Welcome**

Kim and the board thanked all of the people involved in making their visit to the area so nice which included; the Garfield County Travel Council and Bruce Fullmer as well as Marty & Ethyl Rich, owners of Bryce Canyon Pines, for hosting a wonderful dinner Thursday evening, Bob Syrett, Jean Seiler and the staff of Ruby's Inn for hosting the board meeting in their wonderful resort, Park Ranger Kevin Poe and Bryce Canyon National Park for hosting a hike and star gazing in the park, and Robert and Terri, owners of the Paunsaugunt Wildlife Museum for hosting a tour of their new facility.

Kim also thanked the board for taking the time out of their busy work schedules to attend the board meetings and expressed the importance of attending these meetings in the different areas of the state and the board thanked the UOT staff for their hard work organizing the board meetings.

Jean Seiler gave a brief history of Ruby's Inn, established in 1916. Ruby's Inn employs around 600 people. The employees come from Eastern Europe, some are of Hispanic and Navajo decent, some are work campers and some are from different areas of the state. Jean also discussed a program that Ruby's Inn has been participating in which involves giving a visitor to the hotel an option to give \$1.00/night donation from their hotel bill to be donated to Bryce Canyon National Park.

Jean also thanked everyone for coming and invited them to come back again anytime.

Kim asked the group to introduce themselves to the board.

Bruce Fullmer welcomed the board and thanked them for coming to the area. He introduced County Commissioner Maloy Dodds who also welcomed the board and thanked them for coming.

## **Minutes**

**MOTION:** Steve Lindburg made a motion to approve the minutes of the meeting held, September 14<sup>th</sup> in Bear Lake. Hans Fuegi seconded the motion and it passed unanimously.

## **Co-op Marketing**

Hans gave a brief overview of recommended changes to the criteria for co-op marketing applications. The committee feels that these changes will improve the process.

Some of the items that would be affected by the recommended changes are:

- a) Eligibility requirements
- b) Eligible projects
- c) Ineligible projects
- d) Application review process
- e) Project design
- f) Accountability/Economic Impact
- g) Scoring Parameters
- h) Guidelines for use of the Official Utah-Life Elevated logo
- i) Co-op Funding Policy

Handouts were provided to the board for further explanation of the proposed changes.

**MOTION:** Georgianna made a motion to approve the changes to the criteria as presented. Bob Bonar seconded the motion and it passed unanimously.

## **Marketing Committee**

- a) SMARI (Strategic Marketing & Research, Inc.)

Denise Miller gave an overview of the 2007 Advertising Effectiveness Research Phase I – Awareness Tracking which gives the results of the spring/summer ad campaign that began in March of 2007. Detailed reports were provided to the board.

- b) Marketing Committee Update

Thomas Cooke briefly discussed the budget of the B-Roll shoot. A handout was provided to the board.

Dave Williams indicated that the office is starting to see the results from the winter TV ad campaign. He also mentioned the Adventure America ad which is an international ad and the travel guide that is being translated into 5 different languages as well as the Triple-A guide book ad.

- c) Sundance Proposal

Robert Dick and Sarah West of the Sundance Institute gave a brief overview of the Sundance Institute and the film festival. They discussed how the film festival promotes tourism. They presented a proposal to the board regarding a sponsorship for the 2008 Sundance Film Festival. The 2008 festival will be held January 17-27<sup>th</sup> of January. Kim asked that the marketing committee and the UOT staff meet to discuss the Sundance proposal and come back to the board with their input.

## **Director's Report**

Leigh briefly discussed the launch of the Delta flight to France. She also brought a copy of the new 2008 calendar to share with the group and she indicated that the new travel guide will be coming out by the end of December. She also mentioned the new highway map which was released earlier in the year.

Steve Lindburg indicated that the Web Committee and the UOT have decided to renegotiate the Utah.com contract. The Attorney General's Office will come back with a proposal at a later date.

## **Public Comment**

Steve Roberts thanked the board for the co-op money received for the Escalante Canyons Art Festival. The applications, vendors and visitors increased from last year.

Bruce Fullmer indicated that there was a legislative natural resources tour that came through the area a month ago. It was a very successful event. He also thanked the board and the group for coming to the area and indicated that marketing money was needed for the national scenic byways.

One of the attendees from the Garfield County Travel Board indicated that Garfield County is a good area for family tourism and expressed the need for marketing money to promote the area.

Steve Burr pointed out that the 3 pages of the UOT annual report would be good information to share with the legislature.

The board congratulated Dave Williams on his recent promotion to Deputy Director.

The next meeting will be held November 9<sup>th</sup> in Salt Lake.

Meeting adjourned.